Handbook of the Sharing Economy

Edited by Russell W. Belk, Kraft Foods Canada Chair in Marketing and York University Distinguished Research Professor, Schulich School of Business, York University, Toronto, Canada, Giana M. Eckhardt, Professor of Marketing, King’s Business School, King’s College London and Fleura Bardhi, Professor of Marketing, Cass Business School, City, University of London, UK

With the radical growth in the ubiquity of digital platforms, the sharing economy is here to stay. This Handbook explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

‘This Handbook offers wide-ranging investigations and essays into the sharing economy. It takes the reader through a deep and critical look at this new way of organizing markets and society. While exposing the promise, practices, and paradoxes of these systems, the authors succeed in inspiring us to think how these platforms are changing how we consume, sell, and think about and care for the world. It offers fresh insights that I expect to influence my research and teaching in important ways for a long time.’
– Christine Moorman, Duke University, US and Editor in Chief, Journal of Marketing

‘The sharing economy is fundamentally altering firms and markets, yet key questions about the future of the economy and society remain unanswered. Belk, Eckhardt and Bardhi provide a sweeping view of emerging thinking, spanning topics from blockchain and big data to rhetoric and risk. A must-read for any serious scholar.’

‘This is a must-read collection for anyone seeking a deeper appreciation of the sharing economy and why and how it works. Twenty-eight chapters explore the paradoxes between the moral economy of “sharing,” the market economy of “commerce,” and the reputation economy on which everything is based. If you want a greater sense of the benefits and dilemmas of the sharing economy read this book.’
– Susan Fournier, Boston University, US

2019 424 pp Hardback 978 1 78811 053 2 £170.00 £153.00 £255.00 £229.50
2021 424 pp Paperback 978 1 80088 609 4 £60.00 £52.00 £80.00 £48.00
Elgaronline 978 1 78811 054 9

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041705